WEB BASED VALUATION GAME

CROSS REFERENCE TO RELATED APPLICATION

[0001] The present application claims the benefit of U.S. Provisional Patent Application No. 60/805,837 in the name of A. Simpson, filed on Jun. 26, 2006, the disclosure of which is expressly incorporated by reference herein in its entirety.

FIELD OF THE INVENTION

[0002] The present invention relates to online computer games. More specifically, it relates to using online game technology to enable companies and investors to more accurately value company debt and equity securities.

BACKGROUND

[0003] A central problem of corporate strategy and finance is estimating likely stock price and bond rating/bond yield outcomes from company decisions. This problem has been dramatized by the collapse of Enron, the subsequent introduction of Sarbanes-Oxley legislation, and the increased focus on accountable and transparent corporate decision making. There is an opportunity for investors, "C" level decision makers and board members to more accurately estimate companies' equity and debt securities' value—as a mirror to company decision making—within a computer game context. Such a system would facilitate strategy and operational decision making and also create a logical backbone—focused on capital markets valuation measures—for managing an entire information technology system for small, medium and large companies, both privately held and publicly traded.

SUMMARY

[0004] According to an aspect of the present invention, a computer gaming method evaluates a company. The method includes receiving a company selection including an indication of whether a company is an end user company or a commodity company. The method also includes calculating an estimated value of the selected company and its underlying securities expressed either as a stock price or bond yield. The method further includes graphically displaying an icon that an end user moves to vary an underlying assumption of the estimated value. The method also includes graphically displaying, in real time, a representation of the estimated value of the selected company based upon the varying end user selected assumption.

[0005] In another aspect of the present invention, a computer readable medium stores a program for a computer game for evaluating a company. The medium includes a receiving code segment that receives a company selection including an indication of whether a company is an end user company or a commodity company. The medium also includes a calculating code segment that calculates an estimated value of the selected company. The medium further includes an icon displaying code segment that graphically displays an icon that an end user moves to vary an underlying assumption of the estimated value. The medium also includes a value displaying code segment that graphically displays, in real time, a representation of the estimated value of the selected company based upon the varying end user selected assumption.

BRIEF DESCRIPTION OF THE DRAWINGS

[0006] The present invention is further described in the detailed description that follows, by reference to the noted drawings by way of non-limiting examples of preferred embodiments of the present invention, in which like reference numerals represent similar parts throughout several views of the drawings, and in which:

[0007] FIG. **1** show an exemplary taxonomy, according to an aspect of the present invention;

[0008] FIG. **2** shows a simple business classification, according to an aspect of the present invention;

[0009] FIG. **3** shows exemplary classes of commodity companies, according to an aspect of the present invention;

[0010] FIG. **4** shows an exemplary dashboard, according to an aspect of the present invention;

[0011] FIG. **5** shows an exemplary predicted versus actual stock price dashboard, according to an aspect of the present invention;

[0012] FIG. **6** shows yet another exemplary dashboard, according to an aspect of the present invention;

[0013] FIG. **7** shows an exemplary stock price and bond yield dashboard, according to an aspect of the present invention;

[0014] FIG. **8** shows exemplary input data;

[0015] FIGS. **9-15** show charts illustrating derivation of exemplary benchmark scores;

[0016] FIG. **16** shows exemplary regression analysis data; and

[0017] FIG. **17** shows exemplary output data.

DETAILED DESCRIPTION

[0018] This system mounts corporate classification, strategy and finance analysis on a game-like web-based dashboard that may be manipulated by individuals or groups, over the Web.

[0019] According to an embodiment of the invention, a digitized taxonomy is provided for classifying entities, events, or things that the user may manipulate to "drill down"—e.g., rightward and downward—to subcategories that are typically predefined by the user. In one embodiment, the categories may be edited by the user to accommodate new categories.

[0020] In another aspect, a unique simple business classification system for the entire sphere of commerce is used within the taxonomy: end user companies and commodity companies. In this business classification, a user "drills down" to find markets and to evaluate individual companies.

[0021] This binary classification premise is a significant simplifying innovation relative to the widely used North American Industrial Classification System (NAICS) managed by the U.S. Census Bureau. NAICS has over 2000 classification entries arrayed in the format of Table 1.

TABLE 1

1	2007 NAICS Code	2007 NAICS Title
2		
3	111110	Soybean Farming